

## **Abstract**

**Title:** Marketing plan for an installation of a ski resort

**Goals:** The goal of this study is to construct the marketing plan for the new ski resort situated in an area Železnorudsko. In connection with the marketing plan it is necessary to make the marketing research and the analysis of the competition.

**Methods:** As for marketing research, the method of a written interrogation is chosen. As far as the analysis of the competition is concerned, the assessed criterions are evaluated on a point scale and the appropriate weight is attributed to them. The weight is determined by the method of an order.

**Results:** The result of the Bachelor Thesis is the marketing plan consisting of the detailed description of the used promotional strategy, the personal plan, the economic enumeration, the spatial resolution etc.

**Keywords:** Marketing plan, Marketing research, SWOT analysis, Marketing goals, Marketing strategy, Budget